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AMENDMENTS TO THE CLAIMS

The following listing of claims will replace all prior versions and listings of claims
in the application:

Listing of Claims:

1. (PREVIOUSLY PRESENTED) A method of determining and storing event-tracking
information at an event tracking server, the event-tracking information related to the
interactions of a user of a client device with a content server, where the event-tracking
server, the content server, and the client device are communicatively coupled via a
computer network, comprising:

receiving at the event-tracking server an event signal from the client device
associated with the user, wherein the event signal comprises data that is descriptive of
a user interaction with the content server , the event signal being sent in response to a
hyper-text markup language element received by the client device from the content
server , and wherein the event signal conforms to the hypertext transport protocol
(HTTP) and the event signal includes event definition data in the HTTP header and
uniform resource locator parameters of the event signal;

analyzing the data at the event-tracking server to identify a specific user
interaction;

retrieving a set of instructions from memory of the event-tracking server that
correspond to the identified user interaction;

executing the retrieved instructions at the event-tracking server to extract data
from the event signal in accordance with the retrieved instructions; and

storing the extracted data in a database.

2. (PREVIOUSLY PRESENTED) A method as defined in claim 1, wherein the event
signal includes a tag that denotes at least one item of data that is descriptive of the user
interaction, and wherein the set of instructions includes an identification of the tag so
that the item of data can be located in the event signal.

3. (PREVIOUSLY PRESENTED) A method as defined in claim 2, additionally comprising extracting the item of data that is denoted by the tag identified in the instructions.

4. (PREVIOUSLY PRESENTED) A method as defined in claim 1, wherein the event signal includes an event ID and wherein retrieving a set of instructions that correspond to the data included in the event signal comprises retrieving a set of instructions that correspond to the event ID.

5. (ORIGINAL) A method as defined in claim 4, additionally comprising maintaining a list of event IDs and a set of instructions that correspond to each event ID.

6. (PREVIOUSLY PRESENTED) A method as defined in claim 1, wherein a gateway module of the event-tracking server extracts the data from the event signal, and additionally comprising distributing at the event-tracking server a plurality of received event signals among several gateway modules in order to balance a load of received event signals among the several gateway modules.

7. (PREVIOUSLY PRESENTED) A method as defined in claim 6, wherein the gateway modules create a data file that contains the extracted data and stores the data file in a database, and wherein the gateway module communicates with the database according to structured query language.

8. (CANCELLED)

9. (PREVIOUSLY PRESENTED) A method as defined in claim 1, wherein the event signal is received from a client device that generated the event signal in response to

executing code embedded in a Web page that the client device received from the content server .

10. (PREVIOUSLY PRESENTED) A method as defined in claim 1, wherein the identified user interaction comprises inserting an item into a shopping cart maintained by the content server .

11. (PREVIOUSLY PRESENTED) A method as defined in claim 1, wherein the identified user interaction comprises downloading a file from the content server over the computer network.

12. (PREVIOUSLY PRESENTED) A method as defined in claim 1, wherein the identified user interaction comprises conducting a search using the content server .

13. (PREVIOUSLY PRESENTED) A method of determining and storing event-tracking information at an event tracking server, the event-tracking information related to the interactions of a network user with a content server, where the event-tracking server, the content server, and the network user are communicatively coupled via a computer network, the method comprising:

receiving at the event-tracking server a request from a network user which includes a request to record event-tracking information in an event-tracking file at the event-tracking server, wherein said request received is originally contained in a specially-formatted Web page on the content server that is sent to the network user and wherein said request includes the event tracking information and wherein the request is responsive to a hyper-text markup language element extracted from the specially-formatted Web page;

extracting the event-tracking information from the request; and

· creating a record in an event-tracking file at the event-tracking server, containing event-tracking information.

14. (ORIGINAL) A method as defined in claim 13, wherein the request includes an event ID, and additionally comprising retrieving a set of instructions that correspond to the event ID, wherein the instructions govern the extraction of the event tracking information from the request.

15. (PREVIOUSLY PRESENTED) A method as defined in claim 14, wherein extracting the event-tracking information from the request comprises extracting the event-tracking information in accordance with the retrieved instructions.

16. (PREVIOUSLY PRESENTED) A method as defined in claim 13, wherein the event tracking information relates to user interaction with a server device of the network, and wherein the server device served the specially-formatted Web page to the user.

17. (PREVIOUSLY PRESENTED) A method as defined in claim 16, wherein the user interaction with the server device of the computer network comprises removing an item from a shopping cart maintained by the server device.

18. (PREVIOUSLY PRESENTED) A method as defined in claim 16, wherein the user interaction with the server device of the computer network comprises downloading a file from the server device over the computer network.

19. (ORIGINAL) A method as defined in claim 16, wherein the user interaction with the server device of the computer network comprises the user conducting a search using the server device.

20. (PREVIOUSLY PRESENTED) A method as defined in claim 13, wherein a gateway module extracts the event tracking information, and additionally comprising distributing

a plurality of received requests among several gateway modules in order to balance a load of received requests among the several gateway modules.

21. (ORIGINAL) A method as defined in claim 13, wherein the record in the event-tracking file is created according to structured query language.

22. – 39. (CANCELLED)

40. (PREVIOUSLY PRESENTED) A method for tracking browsing events at an event-tracking server, the browsing events related to the interactions of a user of a client device with a content server, where the event-tracking server, the content server, and the client device are communicatively coupled via a computer network, comprising:

receiving via the network at the content server an event, the event being an interaction between a client device and the content server, the request originating from the client device;

dynamically generating at the content server an event definition section associated with the event, the event definition section including an event identifier and event definition data regarding the event that just occurred;

retrieving web page content in response to the event;

inserting the event definition section associated with the event into the web page content;

sending the web page content to the client device in response to the event;

receiving from the client device at the event-tracking server an event signal including the event definition section associated with the event;

sending an acknowledgment of receipt of the event signal;

parsing the event signal at the event-tracking server to obtain the event identifier from the event definition section;

using the event identifier to obtain an instruction from a memory of the event-tracking server;

executing the instruction at the event-tracking server to extract the event definition data from the event definition section; and

storing the event definition data on the event-tracking server in a data storage area.

41. (PREVIOUSLY PRESENTED) The method of claim 40, wherein the event definition data comprises a plurality of tags that denote the location of a plurality of items of data.

42. (PREVIOUSLY PRESENTED) The method of claim 40, wherein the event definition section comprises a uniform resource locator.

43. (PREVIOUSLY PRESENTED) The method of claim 42, wherein the uniform resource locator comprises a plurality of data parameters, where each data parameter is associated with a tag that identifies the location of its respective data parameter.

44. (PREVIOUSLY PRESENTED) The method of claim 40, wherein the event definition section comprises a hypertext markup language image tag that causes the client device to automatically request a file from the event-tracking server.

45. (PREVIOUSLY PRESENTED) The method of claim 44, wherein the file automatically requested by the client device in accordance with the image tag is an image source file.

46. (PREVIOUSLY PRESENTED) The method of claim 45, wherein the image source file contains no image data.

47. (PREVIOUSLY PRESENTED) The method of claim 44, wherein the image file automatically requested by the client device in accordance with the image tag causes

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the event-tracking server to perform a sequence of instructions corresponding to the requested file.